

Job Title

Sr Manager - B2B Marketing execution process

Location

Amsterdam, Noord-Holland, Netherlands

Job Description

In this role, you have the opportunity to

Drive the way of working for planning and executing marketing execution with high focus on activities on the market side. The scope of activities includes planning campaigns in the market, managing sales enablement, trade-shopper marketing and managing events. This role will work closely with the Business Process Expert Digital Marketing & E-Commerce to define an integrated way of working for omni-channel planning and activation. He/she will develop, implement and drive continuous improvements of the standardized business capabilities process in scope and will be the process custodian and ensure adoption of proven practices. Capture learnings and actively share success within your community.

You are responsible for

Process Management & Compliance

- Accountable for marketing activation planning and execution related processes
- Manage Q&R compliance of processes in scope
- Work in close alignment with Sales process BPEs and BPOs for alignment and establishing interconnections

Process Design & Deployment

- Marketing process optimization & standardized
- Embed marketing processes in PEPF & QMS
- Work with capabilities and learning team to enable deployment of processes in marketing community
- Process Performance tracking and Continuous improvement

Key Activities

- Manage the standard way of working for designated Level 3 processes & capability
- Designing and continuous improvement of processes
- Engage with key subject matter experts (SMEs) and leaders in the organization to collect input for continuous improvement
- Identify tooling dependencies in process execution and work with Group Digital and IT to enable

You are part of

A newly formed team within Marketing & E-Commerce playing an essential role in defining and deploying an audience centric way of working in marketing across Cluster, Business, Market and Central to enhance the efficiency and effectiveness of marketing in the company. This team will embed standard ways of working in the marketing organization, build a network of stakeholders and subject matter expert and drive continuous improvement to the defined standard. You will report to the Head of Marketing & E-Commerce Process and Programs.

To succeed in this role, you should have the following skills and experience

- Master's degree
- 5+ years' experience working in marketing on market side
- Conceptual thinking and analytics
- Creative problem-solving skills
- Background in business; Ability to put best practices and company's standards in context (both internally and vs. external benchmarks).
- Experience in leading process improvement methodologies (e.g., Lean, Hoshin or 6-sigma)
- Networking skills
- Be a process thought leader and change agent
- Ability to influence
- Process design skills
- Strong project management skills and experience
- Solutions mind-set, able to tackle complex problems considering alternatives and consequences
- Structured, organized and stress resilient personality able quickly to understand the issues and bring together necessary resources to resolve them

In return, we offer you

We believe: We're strong only when you are. We understand that work is only one part of your life. It's why we offer a variety of innovative benefits and health programs to help you strong mentally and physically as you perform at work, and also manage life's unexpected moments.

This vacancy is published on 10th January 2020.